

## **Abstract of the Disclosure**

An instore and remote-hosted solution for Retail Promotion Optimization using moveable "devices", said "devices" having components such as price checkers, printers, displays and controllers. In a Retail store, the solution processes the scan of a barcode, or a button push, then outputs targeted text, graphics, messages and/or coupons. The system includes algorithms and logic associated with evaluating in real-time, from external and internal databases, multiple factors and conditions such as location, time, inventory, demand, elasticity, product life cycle and shelf life, profit margins, inventory turns, cost of goods sold, as well as identifying customers, shoppers or users, with or without collecting descriptive information, followed by the subsequent issuance of customized text, graphics, messages and/or coupons for a current or future purchase. The moveable "device"s are positioned at various locations within a Retail store commonly called the Point of Decision, namely the point where Shoppers make the final decision on what to buy, for those familiar in this business; these locations being for example, the door entry, the end of a merchandise aisle, commonly called an "end-cap" for those familiar in this business, merchandise shelves, outside displays and customer service desks. The solution maintains real-time 2 way communications, between a remote host, remote database, an instore system and the moveable "devices".